

ORDER



Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	51	\$97,925.00	\$83,236.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	51	\$97,925.00	\$83,236.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Amy McCreary Start Of Order - End Of Order 100%

Order Share

KSNV	49%	\$97,925.00
Market	100%	\$199,846.94

Market 125,000 \$100,000.00

Competitive Share

CABLE		0%	\$0.00
KBLR		0%	\$0.00
KFBT		0%	\$0.00
KINC		0%	\$0.00
KLAS	20%	\$39,969.39	
KLVX		0%	\$0.00
KSNV-		0%	\$0.00
KTNV	16%	\$31,975.51	
KTUD		0%	\$0.00
KVVU	13%	\$25,980.10	
KVWB		0%	\$0.00
LV1		0%	\$0.00
UNKWN	2%	\$3,996.94	

Order / Rev: 104119
 Alt Order #: 06831860
 Flight Dates: 07/31/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/WaGm	5-6a		-TWTF--	:30	4	\$400.001	0.00	NM		4	\$1,600.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 07/30/12</td> <td>08/05/12</td> <td>-TWTF--</td> <td>4</td> <td>\$400.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-TWTF--	4	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/30/12	08/05/12	-TWTF--	4	\$400.00	0.00																					
E 2	KSNV	08/06/12	08/06/12	M-F 5-6a WakeUp w/WaGm	5-6a		M-----	:30	1	\$400.001	0.00	NM		1	\$400.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>M-----</td> <td>1</td> <td>\$400.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	M-----	1	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	M-----	1	\$400.00	0.00																					
E 3	KSNV	08/06/12	08/06/12	M-F 6-7a WakeUp w/WaGm	6-7a		M-----	:30	1	\$700.001	0.00	NM		1	\$700.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>M-----</td> <td>1</td> <td>\$700.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	M-----	1	\$700.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	M-----	1	\$700.00	0.00																					
E 4	KSNV	07/31/12	08/03/12	M-F 6-7a WakeUp w/WaGm	6-7a		-TWTF--	:30	4	\$700.001	0.00	NM		4	\$2,800.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 07/30/12</td> <td>08/05/12</td> <td>-TWTF--</td> <td>4</td> <td>\$700.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-TWTF--	4	\$700.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/30/12	08/05/12	-TWTF--	4	\$700.00	0.00																					
E 5	KSNV	07/31/12	08/03/12	Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.001	0.00	NM		8	\$11,200.00											
Today Show																										
TODAY																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 07/30/12</td> <td>08/05/12</td> <td>-TWTF--</td> <td>8</td> <td>\$1,400.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-TWTF--	8	\$1,400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/30/12	08/05/12	-TWTF--	8	\$1,400.00	0.00																					
E 6	KSNV	08/06/12	08/06/12	Today Show	CM	658a-9am	M-----	:30	2	\$1,400.001	0.00	NM		2	\$2,800.00											
Today Show																										
TODAY																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>M-----</td> <td>2</td> <td>\$1,400.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	M-----	2	\$1,400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	M-----	2	\$1,400.00	0.00																					
E 7	KSNV	08/06/12	08/06/12	News 3 Olympic Zone	CM	7:30-8:00PM	M-----	:30	1	\$750.001	0.00	NM		1	\$750.00											
News 3 Olympic Zone																										
OLY ZONE																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>M-----</td> <td>1</td> <td>\$750.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	M-----	1	\$750.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	M-----	1	\$750.00	0.00																					
E 8	KSNV	07/31/12	08/04/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	5	\$750.001	0.00	NM		5	\$3,750.00											
News 3 Olympic Zone																										
OLY ZONE																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 07/30/12</td> <td>08/05/12</td> <td>-TWTF--</td> <td>5</td> <td>\$750.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-TWTF--	5	\$750.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/30/12	08/05/12	-TWTF--	5	\$750.00	0.00																					
E 9	KSNV	08/06/12	08/06/12	Olympics Primetime	CM	730pm-12am	M-----	:30	1	\$6,000.001	0.00	NM		1	\$6,000.00											
Olympics Primetime																										
OLY PRIME																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>M-----</td> <td>1</td> <td>\$6,000.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	M-----	1	\$6,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	M-----	1	\$6,000.00	0.00																					
E 10	KSNV	08/03/12	08/03/12	Olympics Primetime	CM	730pm-12am	-----F--	:30	1	\$6,000.001	0.00	NM		1	\$6,000.00											
Olympics Primetime																										
OLY PRIME																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 07/30/12</td> <td>08/05/12</td> <td>-----F--</td> <td>1</td> <td>\$6,000.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-----F--	1	\$6,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/30/12	08/05/12	-----F--	1	\$6,000.00	0.00																					
E 11	KSNV	07/31/12	08/02/12	Olympics Primetime	CM	730pm-12am	-TWT---	:30	6	\$6,000.001	0.00	NM		6	\$36,000.00											
Olympics Primetime																										
OLY PRIME																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 07/30/12</td> <td>08/05/12</td> <td>-TWT---</td> <td>6</td> <td>\$6,000.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-TWT---	6	\$6,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/30/12	08/05/12	-TWT---	6	\$6,000.00	0.00																					
E 12	KSNV	08/05/12	08/05/12	Olympics Primetime	CM	730pm-12am	-----S	:30	1	\$6,000.001	0.00	NM		1	\$6,000.00											
Olympics Primetime																										
OLY PRIME																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 07/30/12</td> <td>08/05/12</td> <td>-----S</td> <td>1</td> <td>\$6,000.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-----S	1	\$6,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 07/30/12	08/05/12	-----S	1	\$6,000.00	0.00																					
E 14	KSNV	08/04/12	08/04/12		CM	7a-9am	-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00											

Order / Rev: 104119
 Alt Order #: 06831860
 Flight Dates: 07/31/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Saturday Today															
Saturday Today															
SAT TDOAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/30/12 08/05/12 -----S- 1 \$625.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
1 KSNV 07/30/12-08/05/12 Saturday Today 7a-9am -----Sa-- :30 (\$625.00) 0.00 NM															
See MG 14.2 [PGM CHG = 5A-6AM DUE TO OLYMPICS STARTING EARLY]															
2 KSNV 07/30/12-08/05/12 SIGN ON-SIGN OFF 5a-459a (5:00 AM-6:00 AMTwThFSaSu :30 \$625.00 0.00 NM															
④ MG for 14.1 08/04 [TP CHANGE]															
E 15	KSNV	08/05/12	08/05/12	Olympics Daytime Week	GM	4am-6pm	-----S	:30	2	\$1,700.00	3	0.00	NM	2	\$3,400.00
OLY DAYTIME WK															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/30/12 08/05/12 -----S 2 \$1,700.00 0.00															
E 16	KSNV	08/04/12	08/04/12	Olympics Daytime Week	GM	4am-6pm	-----S-	:30	2	\$1,700.00	3	0.00	NM	2	\$3,400.00
OLY DAYTIME WK															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/30/12 08/05/12 -----S- 2 \$1,700.00 0.00															
E 17	KSNV	07/31/12	08/03/12	Olympics Daytime Week	GM	9am-4pm	-TWTF--	:30	8	\$1,200.00	3	0.00	NM	8	\$9,600.00
OLY DAYTIME															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/30/12 08/05/12 -TWTF-- 8 \$1,200.00 0.00															
E 18	KSNV	08/06/12	08/06/12	Olympics Daytime Week	GM	9am-4pm	M-----	:30	2	\$1,200.00	3	0.00	NM	2	\$2,400.00
OLY DAYTIME															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/06/12 08/12/12 M----- 2 \$1,200.00 0.00															
N 19	KSNV	08/04/12	08/04/12	Weekend Jeopardy/Whe	GM	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/30/12 08/05/12 -----S- 1 \$500.00 0.00															
Totals													51 \$97,925.00		